

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
P.O. Box 903447
Sacramento, CA 94203-4470

STREET ADDRESS:
1300 I Street, Room 1130
Sacramento, CA 95814
Telephone: (916) 323-5079

WEBSITE ADDRESS:
<http://caag.state.ca.us/charities/>

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

2000 ANNUAL FINANCIAL REPORT

(California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1 (Recently enacted).

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fundraiser:

CF Number 414

Facter Direct LTD

Name of Commercial Fundraiser

11500 West Olympic Blvd., Suite 540

Address of Commercial Fundraiser

Los Angeles CA 90064

City, State, and ZIP Code of Commercial Fundraiser

Telemarketing held (on) (from) 1/1/2002

(Type of Activity)

Name and Address of Charitable Organization or Charitable Purposes:

CT No. 110451

F.E.I.N. No. 23-7327730

The Heritage Foundation

Name of Charity

214 Massachusetts Avenue, N.E.

Address of Charity

Washington DC 20002-4999

City, State, and ZIP Code of Charity

2002, to 12/31/2002

(Date or dates must be shown)

1.

REVENUE

- A. Cash contributions
B. Entertainment sales or admission charges
C. Sales from products
D. Advertisement sales
E. Membership fees
F. Other sources: (Specify)

- a. _____
b. _____
c. _____
d. _____

G. TOTAL REVENUE

2.

EXPENSES

- A. Fees or commissions
B. Salaries
C. Payroll taxes
D. Employee benefits
E. Cost of merchandise for resale
F. Cost of entertainment
G. Postage
H. Advertising
I. Telephone
J. Rental of equipment
K. Facilities charge
L. Permits
M. Other expenses: (Specify)

- a. _____
b. _____
c. _____
d. _____

N. TOTALEXPENSES

- A. 618,562.00
B. _____
C. _____
D. _____
E. _____
Fa. _____
Fb. _____
Fc. _____
Fd. _____

618,562.00 G.

Please see attached
breakdown of expenses

- L. _____
Ma. _____
Mb. _____
Mc. _____
Md. _____

542,942.00 N.
75,620.00 3.

3. Distribution or net to charitable organization or charitable purposes

4. (a) Is any officer, director, partner or owner of the Commercial Fundraiser in any way affiliated with or control, directly or indirectly, the charitable organization for which the Commercial Fundraiser has contracted to solicit?

☐ Yes ☒ No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fundraiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

(b) For each affiliation identified in 4(a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true and complete.

Signature of authorized officer/director/partner/owner: Thomas Siegel Title: COO Date: 11/6/03
Signature of authorized officer/director/partner/owner: PHILLIP N. TRULUCK Title: EXEC. V.P. Date: 11/15/03
Signature of authorized officer/director/partner/owner: JOHN VON KAMMEN Title: VICE PRESIDENT Date: 1-10-03

Attorney General's
Registry of Charitable Trusts

FEB 10 2003

RECEIVED

400967

Factor Direct Ltd
Campaign Expense Allocation

	\$ 542,942.00
Printing	\$ 12,607.44
Postage	\$ 31,788.03
Telephone	\$ 29,867.27
Payroll	\$ 185,884.77
Employee benefits	\$ 13,826.60
Rent	\$ 29,656.54
Office manager	\$ 64,355.14
Utilities	\$ 6,775.84
Equipment	\$ 6,561.08
Recruitment	\$ 4,621.65
Computer Programming	\$ 3,925.56
Office expenses	\$ 122,272.32
P.S. Fee/Profit	\$ 30,799.75
Total	\$ 542,942.00